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Spain Will Recast  
NATO, U.S. Ties,  
Socialists AssertBy Karen DeYoung  
*Washington Post Service*

MADRID — Spain's newly elected Socialists have re-emphasized their determination to limit the country's participation in NATO or eventually to withdraw from the alliance entirely, and to rework a U.S.-approved defense agreement under which a 12,000-man U.S. air and sea force is stationed here.

Defense is one of several foreign policy areas in which the incoming Spanish government will run afoul of the wishes of the Reagan administration, according to party leaders interviewed before and after the Socialists' overwhelming election victory Thursday.

The Socialists said they also expect to re-examine Spain's scheduled purchase of 84 U.S.-made F-18 jet fighters. They hope to increase their nation's profile in Central America, which Washington views as being within the U.S. sphere of influence, and to strengthen ties with Arab and non-aligned states in pursuit of overall neutrality.

The Reagan administration publicly has welcomed the results of the election and has expressed a "wait and see" attitude on what the Socialists say about NATO and the bases agreement. But sources here said the administration has told the outgoing Spanish government that the proposed defense policy changes are unacceptable.

"We want a very good relationship with the United States," Fernando Moran, a career diplomat considered to be a leading candidate for foreign minister, said in an interview Saturday. "It is one of our highest priorities."

The Socialists are considered to be far to the moderate end of the spectrum of West European Socialists, describing even the French party of President François Mitterrand as being to their left. They are strongly anti-communist and the party shares — outside of the subject of the North Atlantic Treaty Organization — most of the foreign policy views of the Social Democrats of West Germany.

But the Socialists say they represent the views of most of Spain's citizens, including the right, in feeling more secure outside the superpower blocs.

While Socialist leaders emphasize that Spain is firmly in the Western world, and will, as Mr. Moran said, "do nothing to decrease the ability of the West to defend itself," they say they do not believe in supporting the militarization of political thought through blocs like NATO and the Warsaw Pact.

**"We have never been opposed to NATO,"** Felipe González, the Socialists' leader, said in a recent interview. "What we are against is Spain's joining NATO."

Like the Greek Socialists led by Andreas Papandreou, the Spanish Socialists have promised a national referendum on NATO membership. But like Mr. Papandreou said once he came to power a year ago, Mr. González said the timing of the referendum is "not a priority."

More immediate problems will remain, however. Although Spain officially entered NATO last June, talks had only begun on its military role in the alliance late last summer when they were suspended until after the elections. At the same time, Spanish congressional ratification of a new, five-year U.S. defense agreement, negotiated within the NATO framework, also was postponed.

Spain and the United States have had such an agreement, which now allows U.S. use of four Spanish naval and air bases and the permanent stationing of 12,000 men in one form or another, since 1953. But the Spanish government, under Franco and his successors, repeatedly but unsuccessfully had sought to extend the agreement to include a U.S. defense guarantee for Spain.

Supporters here of Spain's entry into NATO, and other NATO members including the United States, pushed membership in the alliance, in part on grounds that such a guarantee would come under the NATO umbrella. At the same time, it was argued, a Spanish presence in NATO would give the conservative Spanish military a role outside of domestic politics.

The Socialists agreed that NATO membership could help modernize the 240,000-member army. But they and even some officers agree that Spain's military does not see its principal role as that of outside defense. Most Spaniards appear to feel their country has little to gain and much to lose through bloc politics.

Throughout the lead-in period for NATO membership and negotiations over the bases, the Socialists argued that any bilateral arrangement negotiated as part of the NATO framework would have to be reworded if they came to power.

The Socialists now say that all talks over a Spanish military role in NATO are frozen, and that the bilateral agreement, which also earmarks more than \$400 million in U.S. military assistance over the next year, must be altered.

"We don't say 're-negotiate'"

(Continued on Page 2, Col. 4)



Pope John Paul II kissed the ground on Sunday after his arrival at Barajas airport in Madrid.

## Pope Begins 10-Day Visit to Spain

Compiled by Our Staff From Dispatches

MADRID — Pope John Paul II became the first sitting pontiff to visit Roman Catholic Spain as he began a 10-day visit Sunday by kissing the ground at Madrid's Barajas airport.

Thousands of Spaniards welcomed the pope, just three days after electing their first leftist government.

"With genuine emotion, I set foot on Spanish soil," John Paul said, as the crowd chanted, "Pope John Paul, we're with you!"

Speaking in Spanish, the pope said his visit was of "a purely religious nature, above all political matters."

The pope recalled the attempt on his life last year, which forced him to postpone his visit to Spain. He said he had come to pay homage to St. Teresa of Avila, a church mystic and reformer, on the 400th anniversary of her death.

The pope then drove into Madrid, along streets lined with hundreds of thousands of cheering, singing people. Children danced in the streets, and young people sang religious songs to the strumming of guitars and clapping of hands.

Accompanying the pontiff were Cardinal Agostino Casaroli, the Vatican secretary of state, and Archbishop Eduardo Martínez

Leopoldo Calvo Sotelo was among dignitaries present to greet the pope. Mr. Calvo Sotelo is to remain as leader of a caretaker government until the Socialists assume office in December.

The prime-minister-elect, Felipe González, was in Seville. Church officials said he would probably meet the pope at a later stage of the tour.

King Juan Carlos, in a speech welcoming John Paul, said Spain was living "a moment of anxiety and hope." He asked the pontiff's help in bringing peace and love to the country.

In remarks upon his arrival, the pope recalled the attempt on his life last year, which forced him to postpone his visit to Spain. He said he had come to pay homage to St. Teresa of Avila, a church mystic and reformer, on the 400th anniversary of her death.

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Somalo, a Vatican deputy secretary of state who handled advance arrangements for the trip.

Archbishop Józef Glemp, primate of Poland, arrived in Madrid on an earlier flight. He will celebrate a Mass on Monday in Avila with the Polish-born pontiff, return to Rome on Wednesday and leave for Poland on Thursday.

Before his departure from Rome for Madrid, John Paul canonized a French woman and a French Canadian woman in St. Peter's Square.

About 1,000 French and Canadian pilgrims joined 10,000 other people for the canonization of Marguerite Bourgeoys, one of the early French settlers of Montreal, and Jeanne Delanoue, founder of the "French" congregation of St. Anne of the Providence in the 17th century.

"We declare and define as saints the Blessed Marguerite Bourgeoys and the Blessed Jeanne Delanoue and decree, in front of the whole church, that they might be honored with the fervor accorded the saints," the pope said in Latin. The congregation burst into applause.

In his homily in French, the pope said both women are examples for Christians in the modern world.

## U.S. Republicans Fight to Keep Senate Majority

## The Economy Is the Battleground as Reagan Leads Party's Counterattack

By Howell Raines  
*New York Times Service*

WASHINGTON — Republican and Democratic leaders pressed their conflicting arguments on unemployment and Social Security in preparation for an election that the White House regards as a referendum on President Ronald Reagan's economic policies.

With the approach of the voting on Tuesday, Republican leaders, acknowledging the barn to their candidates from the 10.1 percent national unemployment rate, said they were resigned to significant losses in the House of Representatives.

But a late resurgence of partisan feeling among Democrats also forced the Republicans to mount a strenuous defense of a Senate majority they once regarded as secure from erosion.

Mr. Reagan, just back from a campaign trip to five Western states with important races for the upper house, broadcast a radio appeal Saturday for patience with his economic leadership. He asked voters not to turn on his programs after only a "13-month trial."

But Senator Edward M. Kennedy of Massachusetts, responding for the Democrats, said that the Reagan program had weakened the economy. Echoing a theme that many Democrats have used in the fall campaigns, Mr. Kennedy warned voters in a radio address that the

administration has "a secret post-election plan to slash Social Security and tarnish the golden years of the elderly."

Thirty-three Senate seats and all but two of the 433 congressional seats are at stake in this election to decide the makeup of the 98th Congress. Two seats in redrawn Georgia districts will be decided Nov. 30.

Whichever local issues have been a factor in most of these contests, much of the \$98.5 million raised by the candidates went into a television advertising battle centered on the overarching question of which party more fully deserved the blame for the nation's economic ills.

Mr. Reagan, with his "stay the course" theme, stumped in 13 states to say that his policy of lowering inflation while unemployment increased is a painful corrective necessitated by past Democratic failures.

The Democrats, although generally fearful of criticizing Mr. Reagan personally, labored to stir a tide of popular resentment by suggesting that his administration is willing to sacrifice wage earners' jobs and cut Social Security benefits for the sake of its pro-business fiscal ideology.

The major national public opinion polls uniformly found voter preference running in favor of Democratic candidates. The New York Times-CBS News Poll put the Democratic edge at 52 percent to 38 percent. The Gallup Poll

found respondents favoring Democrats by 55 percent to 45 percent, and the Harris Poll showed a 52 percent to 40 percent advantage for Democrats.

Such findings, while they measure the general national trends rather than district-by-district standings, led to the predictions by leaders of both parties of significant Democratic gains in the House, where the party now holds 241 seats to the Republicans' 192.

Richard Richards, chairman of the Republican National Committee, said that the Democrats would gain 20 seats. Privately, White House officials predicted the Democratic gains at 25 seats or more.

Martin Franks, director of the Democratic Congressional Campaign Committee, projected a more modest gain of 15 seats for the Democrats. But Patrick H. Caddell, the Democratic poll-taker, came closer to stating the expectations of most leaders of his party to predict a gain of 30 seats.

Losses of that magnitude would seriously damage Mr. Reagan's coalition in the House of Representatives and conservative Democrats, and make it essential for the Republicans to protect their controlling margin of 34 seats to 46 seats in the Senate.

The most striking late development in the campaign was a shift of public mood, reflected

(Continued on Page 2, Col. 7)



President Ronald Reagan campaigning in New Mexico last week for John Irick, left, the Republican candidate for governor, and Senator Harrison H. Schmitt Jr., who is seeking re-election.

## INSIDE

**When Congress returns after the election, Social Security reform will head the agenda. Legislators will need all of their craft and their courage to solve the system's financial woes.****Kenneth D. Kaunda, the president of Zambia, has sharply criticized Reagan administration policies in black Africa and said former President Jimmy Carter was more favorably disposed toward the continent.****Vietnam has declared "null and void" a UN General Assembly resolution calling for the withdrawal of its forces from Cambodia.****Deanne R. Hinton, the U.S. ambassador to El Salvador, has warned that unpunished murders and kidnaps are endangering U.S. support for their government.**Waverley Root  
Foreign correspondent and authority on food, has died.

## Hollywood Insiders Say Drug Use Is Hurting Film Quality

By Robert Lindsey and Aljean Harmetz  
*New York Times Service*

LOS ANGELES — The use of illicit drugs in Hollywood has become so pervasive that companies that insure movies have begun to amend their policies to reflect drug-related risks. And some people in the entertainment industry maintain that drug abuse is affecting the content and quality of films and television programs produced here.

Police investigators in Los Angeles contend that cocaine and other drugs are sold routinely on many film and television production sets.

Drug dealers, some of them riding in chauffeured limousines, make regular rounds to the homes of executives, performers and technicians in the film, television and rock music industries, some of whom are spending as much as \$1 million a year on cocaine.

Federal agents allege that William M. Herrick, who was indicted Friday on cocaine trafficking charges with John Z. DeLoreao, the former executive of the General Motors Corp., was among the major suppliers of cocaine to the Hollywood entertainment industry.

According to an unrelaxed survey taken by a subcommittee of the Women's Committee of the Screen Actors Guild, 22 of 41 stunt women surveyed said

jury has been investigating the death of the actor John Belushi from an overdose of cocaine and heroin March 5. According to investigators familiar with the case, the grand jury has received allegations of widespread use of illegal drugs in the entertainment business.

Interviews with law-enforcement officials, members of the industry and others confirm that consumption of illegal drugs — a fact of life in Hollywood since the 1920s — has ballooned since the late 1970s. And unlike the situation in the past, drugs are used openly, as if old taboos had evaporated, they say.

Police officials and industry insiders emphasize that drug abuse is not universal in the business, that many people spurn narcotics. But they also say that from the executive level at major studios to the technicians who help make movies, drugs, particularly cocaine, are now commonplace.

"It's at epidemic stages," said Lieutenant Ed Hawkins of the Los Angeles Police Department, who heads narcotics enforcement in the western part of the city, the area where most of the entertainment industry is concentrated.

According to an unrelaxed survey taken by a subcommittee of the Women's Committee of the Screen Actors Guild, 22 of 41 stunt women surveyed said

they had been offered drugs on a set or location, and nearly 25 said they had worked with someone who was under the influence of drugs. More than a third of the women said they had witnessed drug dealing on a set.

The death of Mr. Belushi and the near death of the comedian Richard Pryor more than two years ago, after he was severely burned while preparing cocaine to use in a highly potent form, have focused attention on the use of drugs here. But people in Hollywood say drug use is having a much broader impact on the industry than those instances indicate.

Richard Watkins, an adjuster here for Lloyd's of London, said the growing use of cocaine during the shooting of films had prompted some companies that insure Hollywood productions to amend their policies, changing deductibility and exclusion clauses, to cut losses that they attribute to the drug.

Performers stimulated by the drug, he asserted, frequently stay up all night because they are unable to sleep, then call their director in the morning to say that they have flu.

The children of the actor Vic Morrow have filed a suit here contending that illegal drugs may have been used when a helicopter crashed July 23 during the making of a feature film, "The Twilight Zone," killing

Mr. Morrow and two Vietnamese children participating in the film.

Three weeks ago, Richard Dreyfuss, the Academy Award-winning star of "The Goodbye Girl," was charged with driving under the influence of drugs after he lost control of his car and it rolled over several times.

Mr. Dreyfuss is the latest in a series of Hollywood personalities who have gotten into trouble with law-enforcement officials in recent years over charges of possessing illegal drugs. Others include Robert Evans, the producer; Stan Dragoti, a director; and Louise Lasser, Linda Blair and MacKenzie Phillips.

Mr. Belushi, a favorite of young audiences for his appearances on television's "Saturday Night Live," and in the film "The National Lampoon's Animal House," was found dead on March 5 at the Chateau Marmont Hotel, a Hollywood landmark.

After Dr. Thomas T. Noguchi, the Los Angeles County coroner, announced a week later that the actor had died from "acute cocaine and heroin intoxication," the Los Angeles Police Department classified it

(Continued on Page 3, Col. 1)

Algeria	5,500 Dr.	Israel	15,320 Dr.	Norway	5,500 Nkr.
Austria	1,450 Dr.	Iceland	3,000 Dr.	Peru	2,000 Soles
Bahrain	33 Dr.	Kenya	5,400 Dr.	Qatar	6,500 Rials
Belgium	23 Dr.	Kosovo	5,400 Dr.	Qatar	6,500 Rials
Canada	C\$ 1.10	Kuwait	500 Dr.	Qatar	6,500 Rials
Cyprus	400 Dr.	Lebanon	C.D. 0.25	Saudi Arabia	5,500 Dr.
Denmark	6,500 Dr.	Liberia	1,000 Dr.	Singapore	5,500 S. \$.
Egypt	420 Dr.	Liberia	1,000 Dr.	Singapore	5,500 S. \$.
Finland	5,500 Dr.	Liberia	1,000 Dr.	Singapore	5,500 S. \$.
France	2,000 Dr.	Liberia	1,000 Dr.	Sing	





## Evolution in Spain

You do not have to be Spanish to celebrate the news from Madrid. Nor need you be a Socialist to take heart in the convincing majority won by Felipe González's party in last week's free election. There will be time enough to consider what it means for American diplomacy. Consider first what it means for Spain.

A fierce civil war and three decades of Franco autocracy shadowed the rebirth of Spanish democracy. Before the old general's death in 1975, there were no elections, no opposition parties, no free press. Central to the Franco legacy is the belief that only the right is fit to govern. Thus Mr. González's victory is no ordinary election; it symbolizes a new Spain's liberation from the old.

If Spain is bravely taking on its past, it is because the 40-year-old Mr. González helped lead the way. His brand of Socialism owes more to Willy Brandt than it does to Das Kapital. The Marxist label was dropped in 1979, and the Spanish party wisely places first priority on steady democracy.

It will not be shiny and roses when the Socialists assume control. Promising change, they will be under pressure to do something about a 22-percent jobless rate, 12 percent inflation and mounting foreign debts. They have yet to say how they will redeem a tricky

promise to put Spain's NATO membership to a referendum vote. Separatist terrorist remains; it flared again in Basque areas during Thursday's voting.

The old Spain has its diehard adherents, enough to give a second-place showing to a Popular Alliance led by Manuel Fraga Iribarne, a former Franco minister. But neither Mr. Fraga nor his military cronies can plausibly invoke the Moscow peril; the voters gave the Communists only five parliamentary seats out of 350.

The Popular Front victory in 1936, which ignited a rebellion, may have seemed a risky and eccentric experiment. But today the tide to Socialism reaches from Greece to Sweden; Spain's application to the European Community depends crucially on the goodwill of Socialist France.

Coming from the left, Mr. González now sits at the center. He well knows that a Socialist victory was possible because his center-right predecessors abided by the rules—and because a popular monarch put his crown at risk in facing down rightist plotters. There is every prospect that Spain's first majority government will rule reasonably.

If it is given a chance to do so, liberation will become real.

—THE NEW YORK TIMES.

## Brezhnev Is Listening

You can say, at the least, that Ronald Reagan has Leopold Brezhnev's attention. The Soviet leader proved it in an unusual address the other day with his likely civilian successors and the Kremlin's military brass gathered around him. He said that "ruling circles" in the United States have launched "a political, ideological and economic offensive on socialism" and have "raised the intensity of their military preparations to an unprecedented level."

This is a fair summary of the Reagan policy. Mr. Brezhnev does not like it. He says of it, in the sort of nasty libel that comes easily when Soviet-American relations are raw, that "Washington's aggressive policy... is threatening to push the world into the flames of a nuclear war."

What does Mr. Brezhnev really have in mind? One thing obviously is China. When the Soviet Union appeared more threatening to China, the People's Republic drew closer to the United States. Now the United States appears more threatening to the Soviet Union, and the Russians are trying to draw a bit closer to China. No radical changes in Beijing's policy are expected, Mr. Brezhnev said, but new possibilities must not be ignored.

So far, we might add, the Reagan administration is largely ignoring them. The administration seems to be working for what might be called a negative diplomatic hat trick: It is permitting relations to sour with the Soviet Union, China and the European allies all at the same time.

Mr. Brezhnev's days in office may be numbered, but he appears to be tracking developments on the strategically crucial Washington-Moscow-Beijing triangle considerably more closely than Mr. Reagan is.

Something else that Mr. Brezhnev obviously has in mind is money. It is budget-making time in the Soviet Union. When you might ask, isn't it? Unquestionably, the marshals want more. To judge by what was said last Wednesday, however, the civilians are not yet ready to give it to them, or to give it all. Mr. Brezhnev's remarks indicated plainly that he is resisting an unqualified commitment to any big new military expenditures on a scale to match those undertaken in the current five years by the United States.

—THE WASHINGTON POST.

## Other Opinion

## Spanish Democracy

The good news is that Spanish democracy is being fortified. The Spanish people, in a very high election turnout, have peacefully elected a new government with the great initial benefit of an outright majority in the Cortes. A fissured center-right, dragged down by two years of drift, has given way to a moderate and united left with the clearest of mandates. The bad news, however, is that an alarming proportion of the Spanish military remains willing to trim up the election victor, Senior Felipe González, by every sort of unconstitutional chicanery. For the next few weeks and months, democrats in Spain and elsewhere in the West will be holding their breath.

—The Times (London).

Seven years after Franco's death, five years after the restoration of democracy, Spain has taken the risk—and sooner than might have been expected—of practicing an alteration of power. The Socialists' crushing victory is reassuring because of the very fact that it was able to happen: The successive military plots had raised fears of the worst.

As for the platform of Mr. Felipe González, it appears particularly well adapted to his country. The Socialist leader has no reason to want to upset the Spanish economy or

to lead the sort of "socialist revolution" attempted elsewhere with varying degrees of success. He has better things to do. He must modernize his still-archaic country. He must moralize and energize a corrupt public administration that has been put to sleep by four years of dictatorship. He must put the workers to work and the military men back into the ranks.

—Le Monde (Paris).

## The Trappings of War

During each 24-hour period, nearly \$1.5 billion is spent on the military worldwide, a study by an arms control coalition claims. In the last fiscal year, the U.S. government alone doubled the amount of arms exported.

Nations commit staggering amounts of resources to arms and men under arms. And the commitment to the military grows stronger while basic human services, such as education, medical care, housing and retirement security, are being threatened.

What does the world read from this lavish spending of resources on the trappings of war? A lessening of tensions, greater chances for lasting peace, vigorous economies and greater happiness? If only that were the case.

—The Hartford (Connecticut) Courant.

## NOV. 1: FROM OUR PAGES 75 AND 50 YEARS AGO

## 1907: Crisis in New York

LONDON—Commenting on the action of the Bank of England director in raising the bank rate from 4½ percent to 5½ percent, the Tribune says: "The financial crisis in New York had rendered it absolutely necessary that gold should be imported into the United States, and it must come from London, the world's free market for gold. Since the beginning of the week no less than £2.3 million has been withdrawn from the Bank of England for immediate shipment to America, while in addition about £1 million in gold which arrived in this country last week from South Africa has also been taken for New York, and a further £400,000 is expected to be exported soon."

## 1932: Debating the Dole

PARIS—Today's editorial in the Herald has been devoted to a debate upon unemployment relief. Without question, the British system of out-of-work insurance, financed by the state and known as the dole, has been an exhausting weight upon the ratepayer, and this winter has been a cause of the actual decline in sterling and of the exportation of British capital. Efforts have been made in the United States to bring unemployment relief under federal administration. In the light of the disclosures made in Parliament, however, Americans may take satisfaction in the fact that these efforts have failed."

JOHN HAY WHITNEY (1904-1982), Chairman

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## BUSINESS / FINANCE

MONDAY, NOVEMBER 1, 1982

Page 7

## Three Eurobond Issues Liven Up the Market

By Carl Gwartz

International Herald Tribune  
PARIS — After two weeks of relative inactivity, the Eurobond market sprang to life Friday with DuPont, BASF and Union Bank of Switzerland launching \$425 million of paper within minutes of one another.

DuPont first to hit the market, offered \$100 million of 12-year bonds at par, bearing a coupon of 11% percent — a level analysts agreed was not generous in light of yields prevailing for older issues on the secondary market. Superior Oil's 11-percent bonds, due in 1992, were trading at around 96 to yield 11.7 percent.

Despite the aggressive pricing, the DuPont issue was well received, partly because the pay-

## EUROBONDS

ment date for the bonds is Jan. 18. This delay allows investors who do not have the cash now but know they will then to take the paper in the expectation that by early next year coupons will be lower on 12-year issues. The market was ripe once again late last week with rumors of an impending cut in the U.S. discount rate — a view bolstered by the \$700-million decline in the M-1 money supply reported after New York markets closed for the week.

The DuPont payment delay also allows European investors who do not want to buy dollars at the current high rate of exchange to buy the DuPont bonds in the hope that the dollar's value will then have declined.

Another factor was that many older issues yielding more on the secondary market are trading at premiums. The Coca-Cola 11%ks of 1989 were at 103%, for example, and the General Electric 12% of 1989 at 105. Many investors resist buying premium bonds and prefer to give up some yield for par-priced paper.

BASF was next to hit the market, and the West German chemical company could not suffer paying a higher coupon — especially as it was selling only \$75 million for five years.

Against these pricings, Union Bank of Switzerland felt it could not offer its \$150 million of seven-year bonds at anything less than 11 percent. And, having decided on that, it was forced to put a

Eurobond Yields	
For Week Ended Oct. 27	
Int'l. Inst. 10-year U.S. ....	12.50 %
Int'l. long term U.S. ....	14.21 %
Int'l. medium term, U.S. ....	14.63 %
Int'l. long term, ECU ....	15.15 %
French fr. medium term ....	15.28 %
Int'l. Inst. 10-year term, ECU ....	15.28 %
EURO long term ....	12.01 %
Int'l. Inst. 10-year ECU ....	10.89 %
FLX long term ....	10.93 %

*Calculated by the Luxembourg Stock Exchange*

Market Turnover	
For Week Ended Oct. 29.	
(Millions of U.S. dollars)	
Cedel Total	1,112.2
Dollar	7,166.4
Eurocure	10,775.5
10,403.5	94.5
674.0	

coupon of 10% percent on its \$100 million of five-year notes.

This paper is being offered by UBS Finance and guaranteed by the parent bank to avoid being subject to Swiss withholding tax on interest payments. The paper is not being sold to Swiss residents, for the same reason.

It is the bank's first straight dollar issue and an interest rate exchange. Citibank is providing the counterparty for the five-year loan, which will be swapped for a low-cost, floating-rate loan, and Morgan Stanley is providing the swap for the seven-year loan.

UBS is understood to have placed about half the issue. Because of the small management group, analysts insisted that the quoted price of 9% did not reflect true market value, but rather the level at which the small syndicate could artificially hold the price.

Nevertheless, UBS reported that the five-year issue was sold out by Friday night and that 80 percent of the seven-year paper was placed.

The DuPont bonds were quoted at 93% and BASF at 98%.

Whatever other reluctance investors may have had to these issues, they did like the high quality. That the market remains very credit-conscious was borne out by the reaction to rumors — immediately denied — that Barclays had suffered losses in dealings with Nigeria. The price of Barclays Eurobonds sagged on the rumors, pulling down the prices on all British bank issues. By Friday, the prices of these issues had fully recovered, but investors clearly remain jittery.

Against this background, the

(Continued on Page 9, Col. 6)

## NEW EUROBOND ISSUES

SYNDICATED LOANS	Borrower	Amount (millions)	Maturity	Coupon %	Price	Yield At Offer	Terms
•	BASF	\$75	1987	11 1/4	100	11 1/4	First callable at 102 in 1986.
•	Den Norske Creditbank	\$50	1990	13	100	13	Non-callable. 30% payable on subscription and balance in May 1983.
•	DuPont Overseas Capital	\$100	1995	11 1/4	100	11 1/4	First callable at 100% in 1990. Payment date January 1983.
•	Saitama Bank	\$15	1986	+3/16	100	—	Over 6-month Singapore offered rate. Redemptions at par in 1985. Floating rate certificates of deposit.
•	UBS Finance	\$100	1987	10%	100	10%	Non-callable.
•	UBS Finance	\$150	1989	11	100	11	First callable at 100% in 1988.
•	EEC	\$6000	1994	8	99	8.13	Non-callable. Floating rate starts in 1985 to produce 7.5% average life.
•	Mortgage Bank of Finland	£15	1989	11 1/4	99 1/2	11.86	Non-callable. Floating rate starts in 1987 to produce 6-year average life. 20% payable on subscription and balance in May 1983.
•	CEPME	—	1990	12%	open	—	Price to be set Nov. 5.
•	Amfacs Group	—	1990	9 1/2	99	9.76	Non-callable.

## Reform Pledges by Argentina and Mexico Reassure Banks

By Carl Gwartz

International Herald Tribune

PARIS — International bankers were breathing easier last week after Argentina and Mexico, two of the Euromarket's biggest and sickest debtors, announced they were ready to tighten their belts in exchange for financial aid from the International Monetary Fund.

The credits to be supplied by the

ready in arrears on about \$10 billion because of the 90-day moratorium on payments that it sought in August.

The promise of IMF-supervised economic recovery is the approval bankers need to roll over existing debts and extend new loans. While bankers express skepticism about the reality of some of the targets set for Argentina, they consider it more important that the government is willing to draw up plans of harmony with the IMF and are relieved to the fact that these may later have to be revised.

While awaiting official IMF approval of the loan, Argentina is seeking a bridging credit of \$750 million from the Bank for International Settlements. That loan from the world's leading central banks is expected to add further evidence of official support for the Argentine plan.

All of that should clear the way for Argentina to arrange a \$1.1-billion loan from commercial banks. Negotiations for this loan are being held up by continuing disputes with British banks on amounts that were due them but not paid during the fighting over the Falkland Islands. One sticking point, for example, is the interest due on interest that has not been paid.

Mexico, which says it expects to sign a letter of intent in November, will be seeking \$4.5 billion from the IMF. Mexico owes about \$78 billion, of which the public sector accounts for \$65 billion. It is al-

ready to reschedule its total debt. It has already said it will need to do this, but those talks could not begin until an economic program had been worked out with the IMF.

Meanwhile, Mexico's signal of willingness to sign a letter of intent with the IMF by next month was sufficient to free access to the \$1.85 billion credit it had arranged with the BIS. After drawing an initial \$600 million, Mexico began making sounds about being unable to accept the domestic retrenchment needed to get an agreement with the IMF, and further drawings on the BIS credit were immediately cut off.

A second drawing of \$600 million is now imminent, and sources report that \$100 million of this has already been taken.

Chile's copper company Codelco is in the market for \$300 million, offering 1 1/4 points over the London interbank offered rate or 1 1/4 points over the prime rate.

In Europe, a \$200-million loan for Spain will be organized as a "club" credit, with half a dozen banks asked to take \$20 million each in addition to the portion taken by lead managers Manufacturers Hanover, Mitsubishi Bank and Marine Midland. Interest will be set at 20 basis points, or half-digits of a percentage point, over the prime rate, or 110 basis points over the adjusted rate for 90-day

certificates of deposit if that is chosen.

Italy's Credop is seeking \$70 million for eight years. Interest will be set at 33 basis points over the prime rate or at the CD rate, whichever is higher.

Italy's telecommunications financing arm, SIP-Itel, will be seeking \$50 million, offering a split 1 1/2 to 1 1/4 point over Libor.

Australia's CRA will be tapping the market for \$150 million under the aegis of Bank of America, while the State Energy Commission of Western Australia will be seeking \$700 million under the direction of Westpac Banking, which will also be managing a loan of 300 million Australian dollars.

The two-year Inavi credits will then be combined into a \$560-million loan, on which syndication will begin once the Fondur deal is completed, the sources said.

Terms on these credits are in line with the proposal made to banks in New York by the finance minister, Luis Ugueto, with an emphasis on the five- and seven-year tiers. These carry higher spreads of 1 1/4 and 1 1/2 points respectively over Libor, with a prime option of 1 1/4 and 1 1/2 percent.

Banking sources said that the Ugueto plan has gone well so far but that the government probably will have to repay some of the \$2.5 billion to \$3 billion falling due by next April. These funds would come from foreign reserves or through a new Eurocredit.

## Argentina Unifies Exchange Rates, Vows to Cut Deficit

Compiled by Our Staff From Dispatches

BUENOS AIRES — Argentina has unified its foreign exchange rates, effectively devaluing the commercial peso by 15 percent, and pledged to reduce its budget deficit to 2.1 percent of gross national product next year from 3.7 percent this year and 7 percent in 1981.

Announcing the moves Friday night, the economy minister, Jorge Wehbe, emphasized that the government's economic targets had been accepted by the International Monetary Fund. Argentina and the IMF are negotiating a \$2-billion financial rescue package

aimed at enabling the country to regain the confidence of foreign bankers and to renegotiate its foreign debt.

Argentina, in its worst recession of the century, is some \$2 billion behind on payment of a \$40-billion foreign debt.

Mr. Wehbe said the IMF negotiators did not force Argentina to adopt recessionary measures to obtain the loan. "This program is nothing more than one made advisable by common sense and the national interest," he said.

Starting Monday, the Argentine currency returns to a single parity of 39,000 pesos per U.S. dollar, in line with the present financial rate but implying a 15 percent devaluation in international trade transactions. Mr. Wehbe said in a nationwide radio and television broadcast.

The commercial peso, nominally used for import and export payments, was being exchanged at 32,520 to the dollar at Friday's close. But a mixture of 30 percent commercial rate and 20 percent financial rate for trade payments gave an effective parity of 33,800 pesos.

The black market rate for U.S. dollars, meanwhile, reached 57,000 pesos Friday, suggesting that the government's new rate of 39,000 pesos per dollar may be too low.

Mr. Wehbe said the peso's exchange rate would henceforth be adjusted in line with Argentina's triple-digit inflation. But he gave no details of how this would be done.

The cost of living rose 175 percent in the 12 months to last September. Mr. Wehbe said the government aimed to reduce inflation to 160 percent in 1983.

Outlining the military administration's economic program for next year, he said the government was aiming for economic growth of at least 5 percent. Mr. Wehbe said that Argentina's economic situation was "critical," but that the difficulties could be overcome.

The two-tiered exchange rate was introduced by his predecessor, Jose Maria Dagnino Pastore, in July. Mr. Wehbe took office two months ago.

## Drop in Borrowing Suggests Decline in Rates

By Michael Quint

New York Times Service

NEW YORK — A sharp drop in business borrowings and a slight decline in the basic money supply point toward lower interest rates, analysts say. Niall's development, however, was significant enough to have an immediate effect in the credit markets, where interest rates were little changed Friday after the Federal Reserve's announcement.

The Fed said the basic money supply, M-1, declined by \$700 million.

U.S. CREDIT MARKETS

lion in the week ended Oct. 20, to \$467.7 billion, a mild surprise to forecasters, who expected no change.

The drop in business borrowings was spread between the banking system and the commercial paper market. Business loans outstanding on the banks of large banks fell by \$750 million in the week ended Oct. 20, while the total amount of commercial paper outstanding fell by \$1.75 billion.

"A further slowdown in short-term business borrowings seems likely in the current quarter," said

Charles Ecker, an economist at Commercial Credit Corp. Given the surprising lack of evidence of a prospective economic recovery, he said, "further declines in interest rates seem likely in the period beyond the elections," which will be held Tuesday across the country.

Interest rates were mixed Friday in quiet trading. Rates rose slightly for issues due in five years and less, while yields for longer issues were stable to slightly lower. The latest banking data published by the Federal Reserve had little effect on prices. They dropped slightly late in the day, however, as some traders were again disappointed that the Fed did not announce a cut in the rate it charges on loans to financial institutions, currently 9.5 percent.

By late in the day, Treasury notes had increased about five basis points, or hundredths of a percentage point, with three- and six-month issues bid at rates of 7.89 percent and 8.35 percent respectively. Among longer term issues, the three-year Treasury notes to be sold next Wednesday were offered to yield 10.02 percent, compared with 9.94 percent a day earlier.

At the time, Fed officials said that the M-1 measurement, which consists of currency plus all kinds of checking accounts at banks and thrift institutions, will be distorted in coming months by the introduction of new accounts at banks and

other banking data showed that the Fed is still providing the funds that banks need to sustain the above-target level of money supply.

In the week ended Oct. 27, the banking system borrowed only \$183 million of the reserves it needed from the Fed, down from \$320 million a week earlier. Combined with \$270 million of excess reserves held by some banks, the banking system had a net free reserve of \$87 million, compared with net borrowed reserves of \$21 million a week earlier.

Reserves are funds that depository institutions must hold at the Fed or elsewhere. The required level of reserves rises with increases in deposits.

Many analysts believe that the Fed intends to provide enough funds to the banking system to bring about a rough balancing of reserve needs and reserve supplies. That would be in sharp contrast to the situation in April, when the Fed was trying to reduce growth of the money supply and made reserves so scarce that the banking system had an average net borrowed reserve position of \$1.3 billion.



## Tylenol Facing a Daunting Marketing Task

By N.R. Kleinfield  
New York Times Service

**NEW YORK** — It is a challenge marketing people hope they never have to face: restoring the image of a product linked in the public mind with death.

But that is the sizable — some say hopeless — task that confronts the marketing team for Tylenol, the drug that was the biggest-selling over-the-counter pain reliever in the United States with a market share estimated at 37 percent.

The drug's image has been devastated by the tragic of seven deaths to Extra-Strength Tylenol capsules laced with cyanide. The deaths touched off a nationwide recall of capsule forms of the drug by its manufacturer, McNeil Consumer Products, a division of Johnson & Johnson.

Investigators have largely absolved McNeil of any blame, and Tylenol in tablet and liquid form continues to be sold in drugstores.

Nevertheless, a brand name that was built up at a cost of many millions of dollars has taken on an entirely new — and deadly — meaning in the language.

"A flat prediction I'll make is that you will not see the name Tylenol in any form within a year," said Jerry Della Femina, chairman of the Della Femina Travisano Partners advertising agency. "I don't think they can ever sell another product under that name. There may be an advertising person who thinks he can solve this, and if they find him I want to hire him, because then I want him to turn our water cooler into a wine cooler."

The immediate classic marketing response to extreme adverse publicity is to cancel all advertising, which is what McNeil did last month.

McNeil would not discuss future marketing plans, other than to say that it is working on tamper-proof packaging and that it has begun a consumer attitude study. Milt Gossett, chairman of Compton Advertising, the agency that handles the Tylenol account, said he was "very optimistic" that the brand's image could be repaired. "As far as we can see, no one is blaming the company for this," he said.

In recent years, catastrophic happenings have crippled entire product categories. For example, there was the cranberry scare. Just before Thanksgiving of 1959, the government said some cranberries grown in the states of Washington and Oregon were contaminated with a herbicide believed to cause thyroid cancer in rats.

The government advised consumers not to buy any cranberries unless they knew where they had



Bon Vivant Vichyssoise, DC-10 and Pinto. George A. Spater, left, American Airlines president, and James S. McDonnell, McDonnell Douglas chairman, are shown with model of the DC-10.

been grown. The industry temporarily collapsed.

Then there was an advisory in May 1971 by the Food and Drug Administration that the public should stop eating swordfish because samples showed excessive mercury content. Swordfish sales plummeted.

Several botulism scares have also swept the country. The best-known occurred in 1971, when a man died of botulism after eating Bon Vivant vichyssoise soup. The company eventually filed for bankruptcy.

Concerning specific products, there have been countless recalls of faulty goods, some tied to deaths — but these were either limited in scope or resulted in withdrawals. Procter & Gamble's Rely tampons were associated with toxic shock syndrome, for example, and the company recalled the product in 1980. Last August, Eli Lilly & Co. removed Oraflex, an anti-arthritic drug that had been linked to 72 deaths.

Another instance involved the Ford Pinto, a subcompact car cited in a number of fiery deaths resulting from rear-end collisions. Most of the 1971 to 1976 models were recalled for modification of their fuel systems, but lawsuits and damaging publicity caused Pinto sales to dwindle. The car is no longer produced.

The image of the DC-10 airplane was also badly tarnished, marketing

particularly after a crash in Chicago in May 1979 that claimed 273 lives. In August 1979, even though carriers themselves avoided promoting the DC-10, McDonnell Douglas, the plane's manufacturer, mounted a campaign built around a former astronaut, Pete Conrad, to stress the plane's safety.

It is unclear how successful the effort has been, although McDonnell Douglas said it had made progress. However, the DC-10's image suffered more bad news last month, when one crashed during takeoff in Spain, killing 46 people.

Mr. Della Femina said that he would test consumer preference before taking the traumatic step of dropping the brand: "I would take two key answers that might help in an image-rebuilding program — what put the cyanide into the capsules and how far the adulterated capsules have been spread — still elude investigators."

The seven deaths all occurred in the Chicago area. However, a California man was stricken after taking capsules filled with strychnine and cyanide-tainted capsules were found in the home of a Philadelphia man whose death was ruled a suicide.

Stephen Greyser, a marketing professor at Harvard University's Graduate School of Business, also noted the matter of alternatives. Fear of flying, for example, allows few options if one's job demands heavy travel. "Here you have quite a few alternatives in brands or you can opt out," he said.

In Tylenol's favor, marketing

## BP Plans Sale Of Part of Its Canada Unit

Reuters

**LONDON** — British Petroleum has announced plans to sell its marketing and refining interests in Canada, as part of a strategy of concentrating on oil exploration and production.

BP said Saturday that it planned to split its Canadian subsidiary, BP Canada Inc., into two public companies and sell the refining and marketing group to state-owned Petro-Canada for about 347.5 million Canadian dollars (\$283 million), or 16.10 Canadian dollars a share.

The exact price would depend on the number of shares outstanding on the date of the tender offer, a spokesman for BP said.

The sale would release about 180 million Canadian dollars for distribution to shareholders, since BP Canada would no longer need to maintain oil inventories or provide working capital for marketing and selling operations.

The spokesman said current shareholders of BP Canada will receive about 24.44 Canadian dollars a share and will retain control of the company's natural resources business.

The plan is subject to the agreement of minority shareholders and to favorable tax rulings over the reorganization of the company and the sale of shares, BP said.

BP owns 64.3 percent of BP Canada, which began operations in 1953 and had net income in 1981 of 55 million Canadian dollars.

BP said the exploration and production side of the BP Canada's business, which will remain under BP control, has considerable growth potential. It was referring to oil holdings off Canada's Atlantic coast, oil sands and potash in New Brunswick.

However, George Fisk, a marketing professor at Syracuse University, feels that the Tylenol brand is irreparably harmed. "Recovery is one thing," he said. "Safety is another, and death is a strong stimulus."

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In Tylenol's favor, marketing

## Demands Growing for Probe Of Alleged Bribes to Pemex

By Alan Riding  
New York Times Service

**MEXICO CITY** — With Mexico's incoming president promising a "moral renovation" of society before he takes office on Dec. 1, demands are mounting for an investigation of rumors that corruption has flourished in Petróleos Mexicanos, the huge state oil monopoly, over the past six years.

The issue has been brought to the surface by a recent case in the United States in which several U.S. companies were accused of having paid bribes to top Mexican oil executives on the sale of equipment to Pemex, as the monopoly is called here.

"Everyone knows that this is just the tip of the iceberg," said a foreign diplomat who has dealt with Pemex. "The question is whether we'll ever see any more of the iceberg."

Aides close to the president-elect, Miguel de la Madrid Hurtado, privately acknowledge that corruption inside Pemex has grown out of hand. While Mr. de la Madrid is worried about the political impact of a "witch hunt" led by the press, the aides say, he is determined to run an honest administration.

So far, although the Mexican authorities have detained three intermediaries and have issued arrest

warrants for two former high-ranking Pemex managers, the government of President José López Portillo has refused to investigate the multibillion-dollar company, which has the exclusive right to explore, exploit, refine and sell hydrocarbons in Mexico.

The attorney general, Oscar Flores Sanchez, said in mid-October that no evidence existed against other oil officials and that the illicit commissions made public in the United States were "insignificant compared to the budgets of hundreds of millions of dollars handled by Pemex each year."

"When I was director of Petróleos Mexicanos," Mr. Diaz Serrano told reporters recently, "large quantities of equipment, materials and parts were acquired to a degree that we had 100 bidding contracts to watch every day. We were also in the process of building 1,800 important works all over the republic. It was very difficult for the director to keep track of each and every one of them."

Under Mr. Diaz Serrano's direction, Pemex acquired a reputation in both local and foreign business circles as a corporation where kickbacks were standard practice.

"You don't step into the Pemex building unless you have something to offer under the table," an oil equipment salesman said.

## 3 Eurobond Issues Liven Market

(Continued from Page 7)

**London** — Britain's 200,000 coal miners have voted against a national strike over pay and pit closures, trade union sources say.

Official results of the secret ballot held Thursday and Friday will not be announced until Tuesday. But the sources said the vote had gone against a strike, with only the traditionally militant miners in Scotland, Yorkshire, South Wales and Kent voting in favor.

Sign that the economy remains weak — industrial capacity use was at 74 percent and inflation remains under 5 percent, the latest statistics show — foster expectations of further declines in interest rates. But that and the continued weakness of the mark on the foreign exchange market have failed

to incite foreign buying of DM bonds.

In part, foreign buyers are attracted to the guilder market, where coupons are 9 percent and the exchange risk against the mark is minimal, and in part they are attracted to the ECU market, where coupons are 12 percent in exchange for a riskier currency exposure.

Amfas, the second-largest Dutch insurance company, is offering 60 million guilders of five-year notes bearing a coupon of 9½ percent and priced at 99 to yield 9.76 percent. The coupon represents a new low for Euroguilder paper.

Io the ECU market, France's state-guaranteed credit agency CEPME is selling 40 million ECU of eight-year bonds bearing a coupon of 12½ percent.

In the Eunsterling market, the Mortgage Bank of Finland is selling £15 million of seven-year paper bearing a coupon of 11½ percent.

That restriction will continue to limit the marketability of such paper, as will the stamp duty — a 0.6 percent tax on new issues, half of which is paid by the issuer and half by the purchaser. The World Bank's effort at a Eurofranc bond was facilitated by its picking up the entire tax payment.

This announcement appears as a matter of record only



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September 1982

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## SPORTS

**Balanced Stanford Attack Stuns Washington, 43-31**

Compiled by Our Staff From Dispatches

**PALO ALTO, California** — Mike Dotterer rushed for 106 yards and two touchdowns, Vicente White returned a punt 76 yards for another score and John Elway threw for 265 yards Saturday to help Stanford stun highly ranked Washington, 43-31, snapping the Huskies' 10-game winning streak.

Dotterer, who blossomed a week ago with a 155-yard performance

**FOOTBALL ROUNDUP**

against Washington State, scored on second-quarter runs of 46 yards and 1 yard as Stanford wiped out a 17-7 deficit to lead 24-17 at the half.

White, who shares the running-back job with Dotterer, ran 3 yards for a touchdown in the third quarter, then exploded on his brilliant punt return in the fourth as Stanford broke a five-game losing streak to Washington. White ended the day with 56 yards rushing.

Mark Harmon added a 45-yard field goal as Stanford improved its Pac-10 record to 3-2 and left the Huskies 4-1 in conference and 7-1 overall.

Elway, a leading Heisman Trophy candidate, completed 20 of 30

pass attempts, including touch-  
down passes of 35 yards to Steve Brown and 18 yards to Emile Harry. It was not the most dominant performance of Elway's career, but perhaps his best against a good team — Washington was No. 1 in last week's UPI poll and was ranked second AP's.

With Elway, the Cardinals are primarily a passing team, but their rushing attack was also effective Saturday, totaling 172 yards. Asked why his team ran the ball so well, Paul Wiggin, the Stanford coach, said, "Elway influences people. They [the Huskies] were thinking about John."

Washington's coach, Don James, summing up the defeat, said: "We just couldn't stop Elway."

The Cardinals, 5-3 overall, had four pass interceptions and recovered a fumble, with three of their TDs coming through turnovers. The Huskies converted Stanford's only mistake into a quick score, with Jacquie Robinson running 13 yards for the score. Robinson added an 8-yard TD in the second quarter.

Steve Pelleur threw 17 yards to LeRoy Luu and Tim Cowan threw 7 yards to Aaron Williams for the other Washington touchdowns, and Chuck Nelson extended

Nebraska 52, Kansas 0

In Lawrence, Kansas, Mike Ro-

zier scored on runs of 25 and 27

yards in the third quarter to awake

a sluggish offense and spark

Nebraska to a 52-0 Big Eight Conference triumph over Kansas. Ro-

zier rushed for 123 yards on 16 carries.

After Robinson scored the game's opening touchdown, Kevin Bates intercepted a pass by Pelleur and three plays later Elway connected with Brown to tie the score.

It was Brown's first reception of the year.

**Pittsburgh 63, Louisville 14**

In Pittsburgh, Joe McCall and Bryan Thomas each rushed for two touchdowns. Dan Marino passed for two others and Tom Flynn returned a punt 63 yards for another to lead undefeated Pittsburgh to its seventh straight victory, 63-14, over Louisville. It was the Panthers' biggest offensive production since a 76-0 triumph over Temple in 1977.

**Arkansas 24, Rice 6**

In Fayetteville, Arkansas, fullback Jessie Clark had touchdown runs of 2 and 6 yards during a 51-second span late in the third quarter to lift undefeated Arkansas to a quick victory, 63-14, over Louisville. It was the Panthers' biggest offensive production since a 76-0 triumph over Temple in 1977.

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**Arkansas 24, Rice 6**

In Fayetteville, Arkansas, fullback Jessie Clark had touchdown runs of 2 and 6 yards during a 51-second span late in the third quarter to lift undefeated Arkansas to a quick victory, 63-14, over Louisville. It was the Panthers' biggest offensive production since a 76-0 triumph over Temple in 1977.

Steve Pelleur threw 17 yards to LeRoy Luu and Tim Cowan threw 7 yards to Aaron Williams for the other Washington touchdowns, and Chuck Nelson extended

Nebraska 52, Kansas 0

In Lawrence, Kansas, Mike Ro-

zier scored on runs of 25 and 27

yards in the third quarter to awake

a sluggish offense and spark

Nebraska to a 52-0 Big Eight Conference triumph over Kansas. Ro-

zier rushed for 123 yards on 16 carries.

## LANGUAGE

## The 'Ms.' Question

By William Safire

**WASHINGTON** — Where you stand on the use of Ms. usually reflects where you stand on feminism.

The earliest spotting of that term was on a 1767 gravestone in Plymouth, Mass. ("Here lies interred the body of Ms. Sarah Spooner"). That early usage — perhaps by an absent-minded chieftain — was reborn in the late 1960s as a blend of Mrs. and Miss.

Ordinarily, Ms. would not deserve a period, since it is the abbreviation of a longer word; however, its partial derivation from Mrs. is the source of its period. In Britain, where the noun or honorific is used, most users eschew the period, but a writer for *The Times* of London goes further, denouncing the entire attempt as one of the excesses of the women's movement.

"This is a rallying point for common sense," wrote Trevor Fishlock when *The Times*' stylebook banished the title. "It is artificial, ugly, silly, means nothing and is royal English. It is a faddish, middle-class plaything, and far from disguising the marital status of women, as is claimed, it draws attention to it. It is a vanity."

Phyllis Schlafly, who organized the opposition to the Equal Rights Amendment, rejects it also: "Women's movement is a piece of its jargon in the late 1960s," she says, "at that point it became an irritation and offensive to people like me."

At The New York Times, where the honorifics Mr., Mrs., Messrs. are insisted upon as a sign of respect, the stylebook has not accepted the new term: "Ms. As an honorific, use it only in quoted matter, in letters to the editor and, in news articles, in passages discussing the term itself."

Ms. is the name of a magazine. One of the editors, Gloria Steinem, says, "Polls show that one-third of American women use it as an option. Its presence in the language is an important option for women. It allows us to be identified as individuals."

Some have leapfrogged the issue, rejecting not only Ms. but all the other honorifics as well. "We never use Miss, Mrs., or Ms.," says Wendy Crisp, editor of *Savvy*, a magazine about women in business. "We use first and last names, and in subsequent references use only the last name. We use Mr. for

men to acknowledge a gender difference."

Halfway through that last quote, I had the urge to write the words "adds Miss Crisp." But that would be wrong, because I don't know her marital status. So would "adds Wendy Crisp," because it is a "subsequent reference" and the repetition of the first name seems awkward. What about "adds Crisp"? Too crisp. "Adds Ms. Crisp"? That seems about the best way out in this case, even though she drops the Ms. in her publication: she would use the Mr. on me.

In the past, my judgment has come down against the Ms. because it fuzzes the clear information about marital history in Miss and Mrs. To the angry riposte that men have no such marital distinction — Mr. covers both married man and bachelor — I have replied that I wish we had. Ambrose Bierce knew that Miss-Miss-Mister "are the three most disagreeable words in the language if we must have them, let us be consistent and give one to the unmarried men. I venture to suggest *Mish*, abbreviated *Mh.*" (Good idea, didn't catch on.)

But as what *Cosmopolitan* editor Helen Gurley Brown calls "nonmilitant feminism" takes hold, we should pause to reconsider the resistance to Ms. Is the function of language solely to convey information, or should it be to conceal as well? The computer and the credit card, in conjunction with a new immigration act, are ushering us into an age of systematic invasions of privacy; a national identity card seems around the corner. Under this threat, can individuals not strike back in some way to say to the Nosy Parkers of this world, "None of your business!"

Since men can preserve their privacy with Mr., why can't women with Ms.?

I feel myself coming around. Mrs. Schlafly has a good rule: "I believe in calling people what they like to be called. I'm willing to address Betty Friedan as Ms. Friedan."

As for me — if anybody wants to sign herself "Ms.," I'll address her as "Ms." If she deliberately obscures her marital history by using only a first and last name, I will respect her wish: "Dear Wendy Crisp," I'll write. Not for me to assign my correspondents unwanted honorifics or to penetrate their privacy: I love a Ms-try.

New York Times Service

## Alice Walker and Her Purple Muse

By Megan Rosenfeld  
*Washington Post Service*

**WASHINGTON** — As the women in Alice Walker's books approach puberty, they also risk obliteration as human beings. Innocent and ignorant black girls, preyed on by men, seduced and impregnated, they face a future empty of choice.

In her latest book, "The Color Purple," Walker begins with the rape of her main character, Celie, as a teen-ager, by the man she believes is her father. One reviewer said the book begins where Greek tragedies climax.

The first three pages are very difficult," Walker said during a recent visit. "But why shouldn't I be tough on men? This is a country in which a woman is raped every three minutes. Where one out of three women will be raped during their lifetimes, and a quarter of those are children under 12."

"If I write books that men feel comfortable with, then I have sold out. If I write books that whites feel comfortable with, I have sold out."

But Walker is no polemicist. Her three novels, her short stories, poems and essays speak to an audience that includes even those who might not "feel comfortable."

Walker, 38, is a small but solid woman, with a pretty, immensely thoughtful face, hidden partly behind wire-rimmed glasses that give her a professional look, a counterpart to the numerous red purples she is wearing. She speaks of her characters in words one might use to describe irreducible family members.

She sounds, as though she is hardly taking responsibility for creating them, as though they came to her as spring to a medium.

They talk to her still. They were one reason she moved to northern California in 1978 after beginning the novel in Brooklyn. "The people in this novel really needed to be in the open spaces," she said. And later: "These people are so real they can't stay in the book. There are times when I feel Celie is still talking. They have a life that is not confined to the book. For example, Celie said once — it was during a long flight — she was talking about visiting a sick person who was very self-pitying, and she said the person was 'upstairs, trying to look dead.' That's a wonderful line, but it had no place in my book."

Her world also includes a special language that she calls Black Folk English. (She refuses to call it a "dialect," a word she finds patronizing and pejorative, like "primitive," for which she substitutes "ancient.") The language is jarringly at first but ultimately has a strangely poetic and powerful effect.

"I spend my wedding day running from the oldest boy. He twelve. His mama died in his arms and he don't want to hear nothing bout no new one. He pick up a rock and laid my head open. The blood run all down between my breasts. His daddy say Don't do that! But that's all he say . . ."

"I'm not saying forget standard English," she said. "I wanted access to my own memo-



Henry Natchewski, The Washington Post

"Why shouldn't I be tough on men?"

ries. This is the language I spoke as a child, the language my parents and grandparents spoke. In another culture the people I come from would be called peasants — plain folk. So that's why I call it Black Folk English."

The book is in the form of Celie's letters, written out of loneliness, to God. Later in the book there are letters from her sister, Nettie. Celie has helped Nettie escape a life of certain marital servitude, allowing her to continue her education; she, as Celie does eventually, triumphs over her adversities. Nettie becomes a missionary in Africa and writes letters to her sister for 30 years, letters that are unanswered because Celie's husband hides them.

"The Color Purple" is, she said, her happiest work. Not only because writing it was "fulfilling," but also because the characters break through the nearly overwhelming obstacles of race, sex, class and poverty to the simple joys of companionship and freedom. Even some of the men mellow — including the man to whom Celie is in, effect, sold.

"I don't think of it as an angry book," she said. "The people are conscious of the choices available, and they make good ones. They look at everything and they choose each other."

Celie's happiness comes through her friendship with Sling Avery, who is also her husband's long-time girlfriend. Their love is physical as well as spiritual, a relationship that seems a bit unusual between two essentially rural southern black women in the 1940s.

"There may be some people who are uncomfortable with the idea of women being lovers," Walker said. "But I feel they should outgrow that. Being able to love is more important than who you love. If you love yourself as a woman, what's to prevent you from loving another woman? I think many women feel a sense of liberation about that part of the story."

She is a veteran of the civil rights movement and wrote about it in an earlier novel, "Meridian." But her activity and thoughts these days are with the peace movement, a cause that for her transcends race and sex.

"When the movement was just beginning and everyone realized we could just blow ourselves up, I was in grief," she said. "I said goodbye: life was over. After that I got really angry. How dare they! The next stage is to realize that things are not changed with more anger, but with more love."

"The poems I have been writing lately are looking at specific friends, and particular moments, and seeing how much I treasure the smallest events."

Her move to California came after her divorce from Mel Leventhal, a white lawyer she met in the civil rights era. They have a daughter, Rebecca, 12, who crosses the boundaries of her mixed cultural heritage with what her mother views affectionately and proudly as total triumph. Walker is temporarily the Fannie Himes professor of literature at Brandeis University in Massachusetts, an interlude she finds both exhausting and rewarding.

"They write very well," she said. "And so much."

Her father was a sharecropper in Georgia, and her subsequent entry into the U.S. literary mainstream would seem a triumph over forces leading her in another direction. Yet she always felt somehow chosen, a person to whom opportunities came.

"My mother tells me that when I was a baby she entered me in baby contests to raise money for the church. I won every one. She says, 'Even as a baby you'd go to anyone': I guess I liked people and was not too shy to let them know. I fell in love with the school bus driver when I was 6, and he always let me sit in the front seat."

More significantly, her community supported her by raising \$75 for her bus transportation to Spelman College in Atlanta. Later she got a scholarship to Sarah Lawrence, and when she slipped a book of poems under poet Muriel Rukeyser's door, they ended up in the hands of an editor at Harcourt Brace Jovanovich, who is still her publisher.

A spirit of affirmation begins to assert itself in the book as the friendship develops between Celie and the independent Sling. The title comes from a conversation between them on the subject of God. "I think it pisses God off if you walk by the color purple in a field somewhere and don't notice it," says Sling. "People think pleasing God is all God care about. But any fool living in the world can see it always trying to please us back."

## KANSAS POSTCARD

## Repelling the Roach

By Sandy Rovner  
*Washington Post Service*

**MANHATTAN**, Kansas. — It all began, as so many scientific breakthroughs do, with something quite trivial. Clinton Meloan wanted "a better way to do analytical chemistry."

What Meloan, a researcher and professor at Kansas State University, found was that it is quite true, as those clever old wives always said, that crushed bay leaves and sliced cucumbers are good cockroach repellents. What is more, Meloan knows just what substances in both bay leaves and cucumbers do the repelling and more or less why.

"The cucumber came later," he said. "I wanted some photographs to illustrate a lecture on the bay leaf thing and took a slide to the photographer. The woman there looked at it and asked, 'What's that?'

"She said, 'I know it's a cockroach.'

"She said, 'I know it's a cockroach. What's the leaf?'" I told her and she said, "Gee, you should bring the old German method — a cucumber."

Meloan, who says the only reason he could find it being called the "German" method was because a German woman had been his informant's cucumber source, tried a whole cucumber.

"I didn't work at all. He told a colleague about it and the colleague promptly told him about seeing a pair of sliced cucumbers at a cafeteria. The colleague recalled making some sort of joke about restaurants that garnished tables as well as food and was told quite seriously by the manager, 'Oh, we're expecting a visit from the health inspector and we didn't want any roaches around.'

Back to Meloan's drawing board (or cockroach chamber). Since the leaf worked just fine, he found Chop it up and it works even better, repelling about 80 percent of the ubiquitous creeps. "It's like an onion, you won't make you cry, but you start chopping it up . . . reporting cell walls . . . Meloan has isolated two cuke chemicals that repel roaches; and there may be more. There are six in the bay leaves."

And now Meloan, suddenly "Dr. Cockroach," has had queries from as far away as Brazil and China, he says, and he's working with a company to incorporate the discovery, somehow, into grocery bags, or bar and soda six-packs, the vehicles for getting most roaches into most homes.

Meanwhile, he cautions, one bay leaf won't roach-proof your house, but a few crushed in your cabinets (and changed fairly often) will protect the food.

Now, he's working on Osage oranges, those inedible yellow-green fruits that "if the old wives are to be believed, repel the world." Meloan and his team first built cockroach chambers they knew were the last word in roach dream-houses. They like edges and vertical surfaces and we know they like it.

Two test chambers, covered with cardboard, were constructed. One contained the chemicals isolated carefully from bay leaves. The other was empty. About 30 or 40 roaches were let loose from a big jar and then, says Meloan, "we hit

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